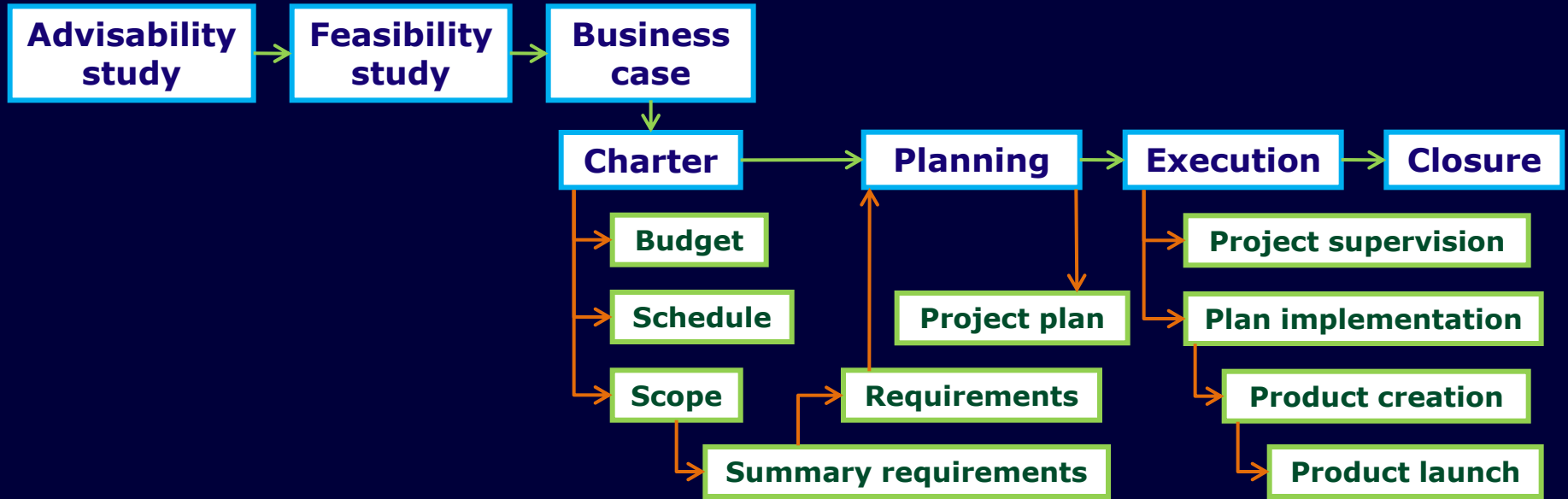


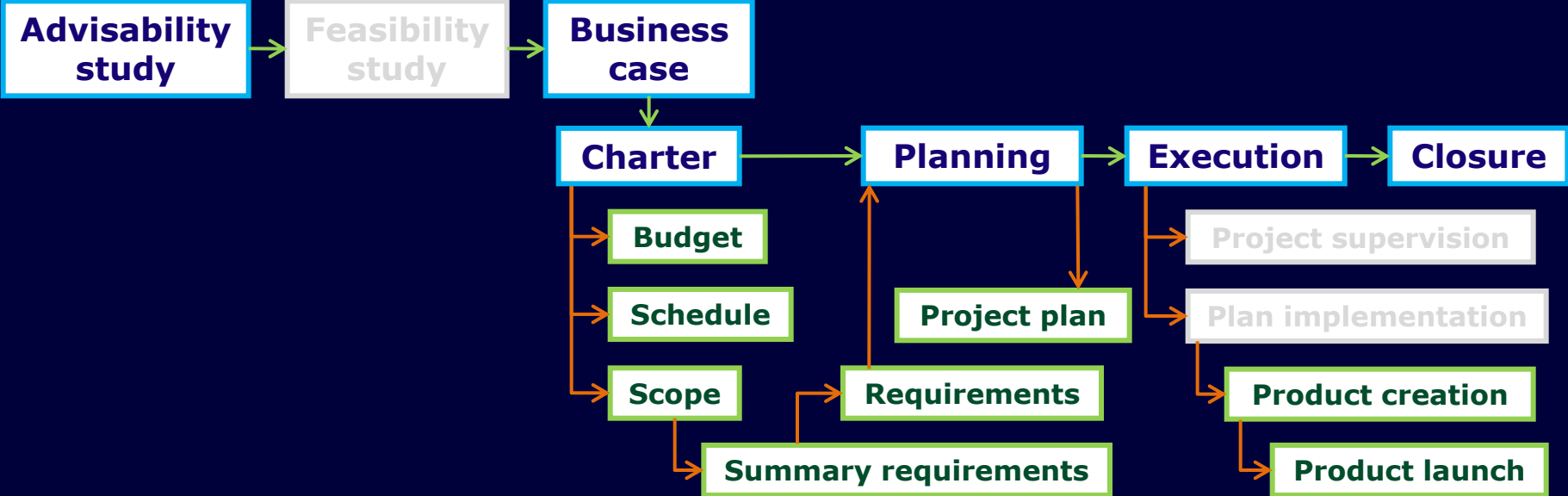
Project Management

Relationship with Marketing & Sales (“M&S”)

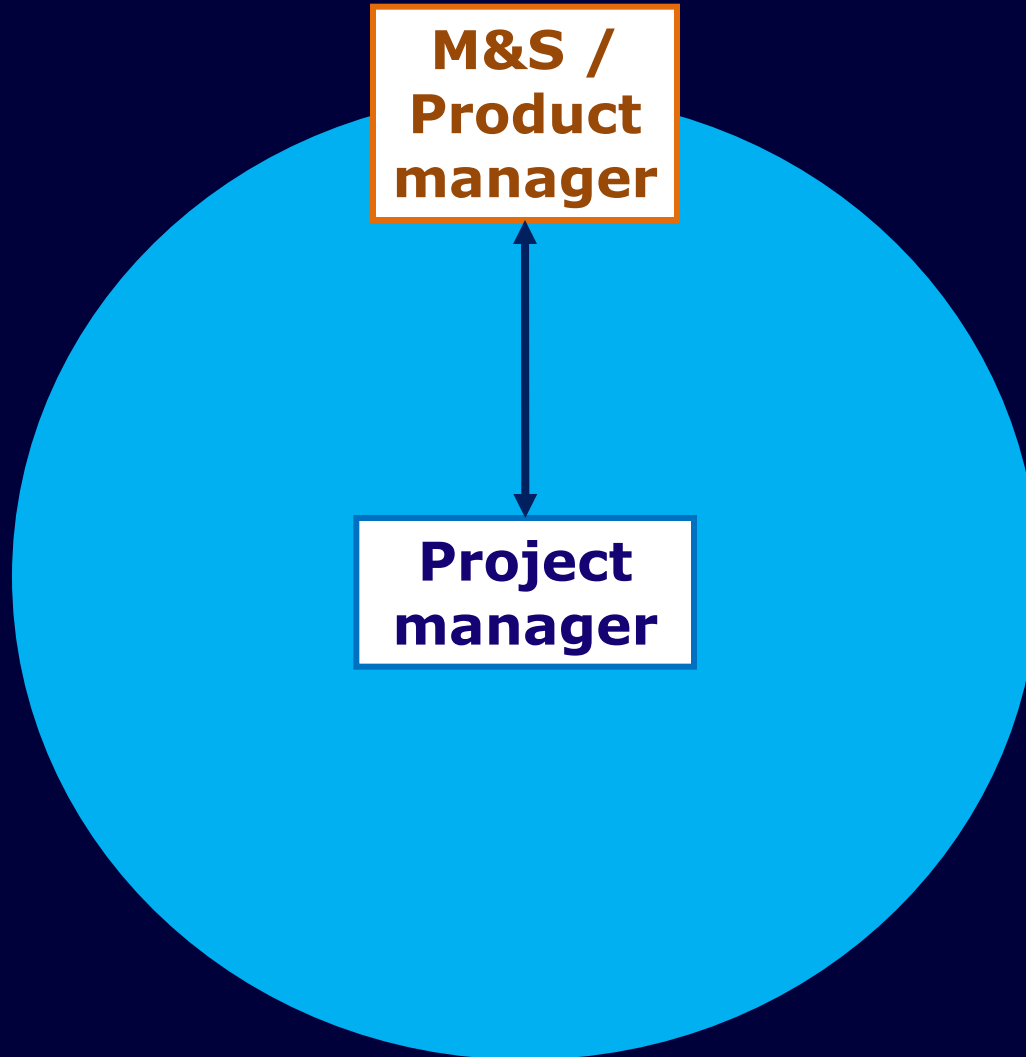
Project life cycle



Involvement of M&S in a project



PM-M&S cooperation



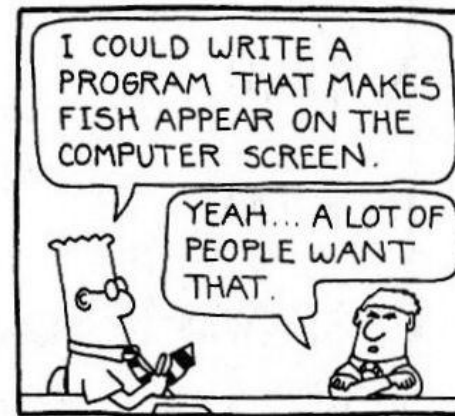
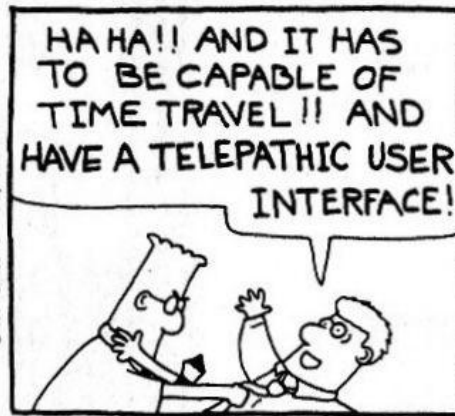
Marketing

UNDERSTANDING MARKETING PEOPLE

PEOPLE ENTER THE MARKETING PROFESSION AFTER THEY REALIZE THAT THEY HAVE GROWN UP WITHOUT ANY PARTICULAR SKILLS.



Defining the requirements (1)



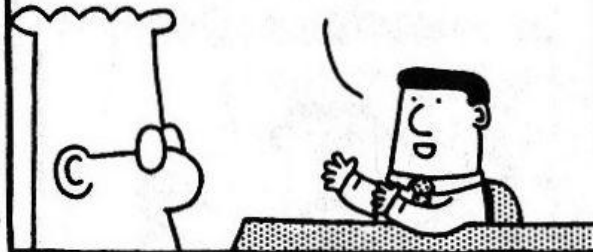
Defining the requirements (2)

OKAY, LET'S START
BY DOCUMENTING
YOUR MARKET
REQUIREMENTS.



S. Adams E-mail: SCOTTADAMS@AOL.COM

NO, LET'S START BY
YOU TELLING ME ALL
THE THINGS YOU CAN
DESIGN. THEN I'LL
TELL YOU WHICH ONE
I LIKE.



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WORK CAN
BE VERY
REWARDING.
YOU SHOULD
TRY IT.



WHAT'S
THAT
DOOHICKEY
YOU HAVE
THERE?

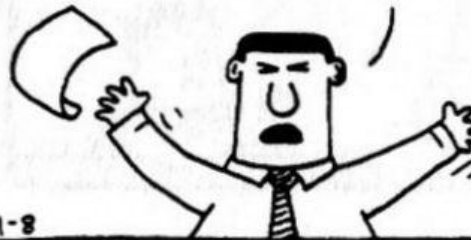
Keeping up with the project

YOU ENGINEERS HAVE DONE NOTHING ON MY PROJECT. YOU JUST KEEP SAYING I HAVEN'T GIVEN YOU SUFFICIENT REQUIREMENTS!



S. Adams

I DON'T KNOW WHAT ELSE YOU NEED AND YOU WON'T TELL ME WHAT YOU NEED!! IS THIS JUST YOUR WAY OF AVOIDING WORK??!



9-8

I'LL BET YOU REGRET CHOOSING MARKETING AS A CAREER PATH.



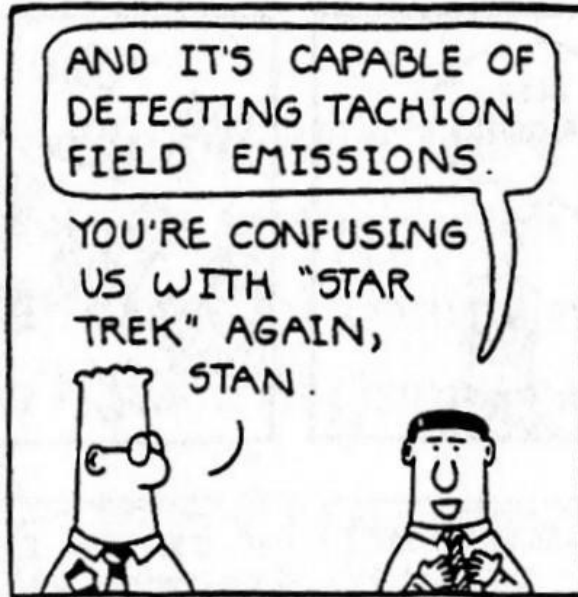
IT LOOKS LIKE A LOT OF WORK

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Selling the product (1)



S. Adams E-Mail: SCOTTADAMS@AOL.COM



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Selling the product (2)

STAN, YOU PROMISED
THE CUSTOMER THINGS
THAT ENGINEERING
CAN'T POSSIBLY DELIVER
DO YOU KNOW WHAT
THIS MEANS?!



S. Adams E-Mail: SCOTTADAMS@AOL.COM

IT MEANS I'M A
GREAT SALESMAN
AND YOU'RE A
PUTRID ENGINEER.



12-14

MAYBE YOU
SHOULD
CONSIDER
TAKING
CLASSES AT
NIGHT.



KARATE
CLASSES



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Explaining the product



Supporting the product



Must be nurtured from beginning to end

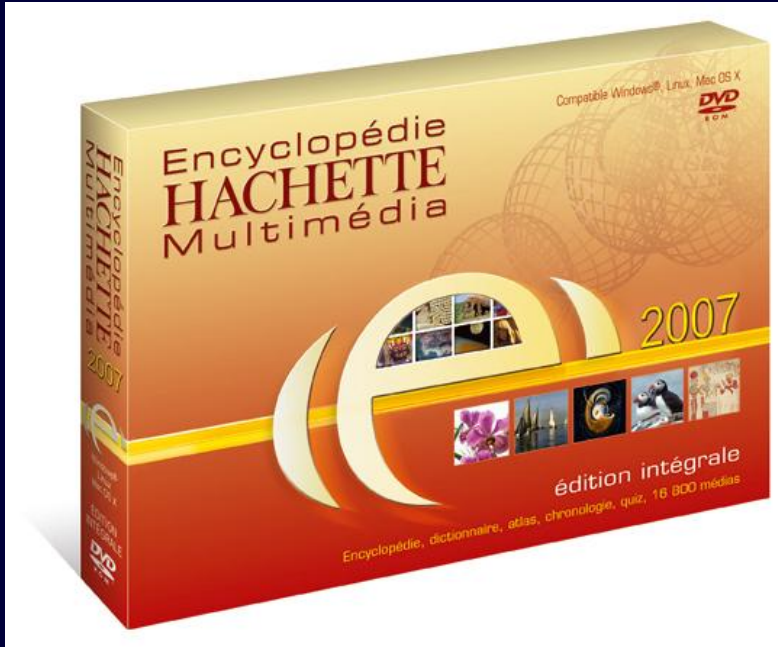
**CUSTOMER
CARE**



Testing the product



Packaging the product



Describing the product (1)

Designed to have a big impact
on the world. Not the environment.

At Apple, we're always thinking about the impact our products have on the world. And we know that impact continues after the end of a product's useful life. That's why nearly every Apple product is made from highly recyclable materials like aluminium, and why we go to great lengths to exclude harmful toxins from our components.

iPad Air is a perfect example. The aluminium enclosure is highly recyclable. And every iPad Air is free of brominated flame retardants (BFRs) and polyvinyl chloride (PVC). In fact, Apple has one of the strictest BFR-free and PVC-free standards in the industry. And we expect the same from our suppliers. So we actually disassemble our products into individual components and materials in our Cupertino lab. Then we test those components using a variety of methods, including X-ray fluorescence spectroscopy and ion chromatography. We do this to ensure that every product we release meets our environmental standards.

Mercury-free LCD display ✓

Arsenic-free display glass ✓

BFR-free ✓

PVC-free ✓

Recyclable aluminium enclosure ✓

To learn more about Apple's dedication to reducing the environmental impact of our products and processes, visit the [Apple and the Environment website](#).



Describing the product (2)



Height: 240 mm (9.4 inches)
Width: 169.5 mm (6.6 inches)
Depth: 7.5 mm (0.29 inches)
Weight: 469 g (1 pound)



Height: 240 mm (9.4 inches)
Width: 169.5 mm (6.6 inches)
Depth: 7.5 mm (0.29 inches)
Weight: 478 g (1.05 pounds)

[Learn more about iPad Air with Wi-Fi + Cellular >](#)

Display



Retina display
9.7-inch (diagonal) LED-backlit Multi-Touch display with IPS technology
2048x1536 resolution at 264 pixels per inch (ppi)
Fingerprint-resistant oleophobic coating

Chip



A7 chip with 64-bit architecture and M7 motion coprocessor

Wireless and Mobile Data

Wi-Fi (802.11 a/b/g/n); dual channel (2.4GHz and 5GHz) and MIMO
Bluetooth 4.0 technology

Wi-Fi (802.11 a/b/g/n); dual channel (2.4GHz and 5GHz) and MIMO
Bluetooth 4.0 technology
UMTS /HSPA /HSPA+ /DC-HSDPA (850, 900, 1900, 2100 MHz); GSM/EDGE (850, 900, 1800, 1900 MHz)
CDMA EV-DO Rev. A and Rev. B (800, 1900 MHz)
LTE (Bands 1, 2, 3, 4, 5, 7, 8, 13, 17, 18, 19, 20, 25, 26)³
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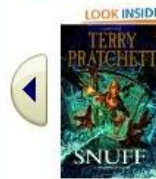
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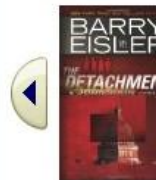


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